THE ARTS: A DRIVING FORCE IN NORTH CENTRAL MINNESOTA’S ECONOMY

The Arts: A Driving Force in North Central Minnesota’s Economy provides compelling new evidence that the nonprofit arts and culture are a $2 million industry in North Central Minnesota—one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts and culture organizations, which spend $589,246 each year, leverage a remarkable $1.4 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, and other businesses.

The Arts: A Driving Force in North Central Minnesota’s Economy demonstrates that investing in arts and culture yields significant economic benefits and lays to rest a common misconception: that communities support the arts and culture at the expense of local economic development. This report shows conclusively that that the arts are a driving force in North Central Minnesota’s economy.

The impact of spending by arts and culture organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most other industries, the nonprofit arts and culture leverage significant amounts of event-related spending by their audiences.